



2022

City of South San Francisco

# THE PROMOTORES PROGRAM WORK PLAN:

## THE GATEWAY TO EQUITY IN SOUTH SAN FRANCISCO



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# About Promotores



Promotores, or Community Health Workers, are members of the community who are involved in championing health and social services in their own communities. They bridge communities to tangible services, provide support and peer education, and are fully vested in improving the overall well-being of their community. Promotores' work is often described as *servicio de corazón* – service from the heart.

“Promotores improve the health of their communities by linking their neighbors to health care and social services, by educating their peers about disease and injury prevention, by working to make available services more accessible, and by mobilizing their communities to create positive change.” - MHP Salud



# Promotores in South San Francisco

South San Francisco is highly diverse including a Latino population. In 2018 the population of South San Francisco was 37.9% Asian, 33.9% Hispanic, and 20.2% White. Approximately 57.3% of the people in South San Francisco speak a non-English language. Promotores are uniquely qualified individuals who have the ability to meet this population where they are in terms of culture, language, mutual understanding, and empathy.

The South San Francisco Commission on Racial and Social Equity Action Plan outlined the need for a promotores program that will expand linkage and navigation support for priority populations and build trust between community members and the City. This includes recruiting Promotores from the community that are culturally responsive and proactive, creating trust and connections among residents, and developing community relationships.

Promotores in SSF will function as peer health educators that provide valuable resources and education to the community, while also acting as a liaison between health and social services for the people. As members of the communities they serve, they will be able to bring their valuable insights and knowledge of local norms and culture to the City and advocate for them.

# Framework

The promotores program has every intention of improving the health and overall well-being of South San Francisco residents. Aside from bridging the community with resources and services, our program aims to be crafted and molded to fit the needs of the community it serves. Every year an evaluation will be made using data collected during the fiscal year to identify gaps in service and produce changes the community wants to see. Feedback from the community is always welcomed and is a pivotal part of the program.



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# Goals

## Program design & Planning



### Goal 1

Inform, educate, and empower the community through targeted outreach and education efforts.



### Goal 2

Ensure culturally and linguistically appropriate approaches are used in civic engagement opportunities.



### Goal 3

Increase use of supportive services by residents of color.

These goals proudly align with the Commission on Racial & Social Equity recommendations as outlined in the [Action Plan](#) as stated in Strategy 3.1.

# Objectives

## Program design & Planning



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### OBJECTIVE 1: BUILD ON WORK DONE DURING THE COVID-19 PANDEMIC

The City of South San Francisco has focused on providing essential resources to low-income families and communities of color that are disproportionately impacted by COVID-19. The promotores program will build on lessons learned to continue to best meet emerging needs of low-income families of color in the city.

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### OBJECTIVE 2: EXPAND AND TARGET OUTREACH TO HARD-TO-REACH POPULATIONS

Encourage open-dialogue and provide opportunities to inform people of color and other historically disenfranchised community members in South San Francisco about the range of supportive services and resources that exist, as well as helping people connect with specific resources.

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### OBJECTIVE 3: REDUCE DOCUMENTATION TO INCREASE ACCESS TO SERVICES

Minimizing the documentation required to access supportive services (e.g., driver's license, lease, pay stubs) to reduce barriers to seeking and utilizing city services, including eliminating requirements whenever possible.

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### OBJECTIVE 4: FOCUS ON TRACKING PROGRESS AND IMPACT

Track the demographics of program participants and resources utilized and the outcomes that result from accessing these services in order to track change and impact over time. Conduct a needs assessment to identify gaps in service and make recommendations to the City to fill these gaps.

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These objectives proudly align with the Commission on Racial & Social Equity recommended considerations from the [Action Plan](#) as stated in Strategy 3.

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# Program Activities

The activities of Promotores vary from program to program based on their training, roles, and responsibilities. South San Francisco's Promotores are frontline community health workers. This intermediary role links health and social services to the community and facilitates access to services while also improving the quality and experience of service delivery. SSF Promotores can provide:

- Culturally and linguistically-competent system navigation and health education
- Strengthen communication between communities and health and human service agencies
- Outreach and community mobilization
- Capacity building among residents and health and human services
- Cultural mediation
- Health promotion
- Informal counseling
- Community-based advocacy
- Participation in research and evaluation
- Support in COVID-19 response strategies

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**"The quality that makes Promotores uniquely effective is their ability to establish profound relationships based on mutual understanding, respect, and empathy. By cultivating meaningful relationships, Promotores build community trust, the foundation for engagement in a process of community transformation". -**

Vision y Compromiso, The Promotor Model





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# Program Services

"A community is a place where every person knows that they can have a say in what is happening, every person knows how to make themselves heard and is respected for their contribution and every person listens to understand".

- Anonymous



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Promotores may go door-to-door meeting residents and families to identify their unique needs and connect them with services. These services may include access to healthcare, housing assistance, job training and career development, food, education resources, community events, legal aid, transportation access, and more.

Promotores can also meet with residents one on one to assist scheduling an appointment, following up to a referral, or help navigate using a computer or zoom. These services begin with a community contact record. A **community contact record** is an electronic record that documents an encounter between the Promotor(a) and another individual regarding a health topic or social service. During this contact, the Promotor(a) may provide information about a service, a referral to a program or organization, or other forms of support. The information recorded is confidential and serves as a central communication tool between Promotores to promote legible and accurate information to individuals.

Promotores may also conduct **group education sessions** or workshops. These are community oriented classes that teach common strategies to promote positive changes in lifestyle behaviors. These planned presentations are organized by the Promotor(a) on a particular topic of interest to community members. Topics can range from how to send an email to stress management.



# Promotores Training

## Training

Each Promotor(a) undergoes an initial training upon hire and ongoing training that is delivered on a monthly basis through the fiscal year. These trainings are meant to amplify their skills and equip them with the knowledge and tools to deliver the best quality of service to the community.



### Think Cultural Health Program

Sponsored by the Office of Minority Health, U.S Department of Health & Human Services, this e-learning program is intended to teach Promotores how to promote individual-level and community-level changes toward good health.



### El Sol

This 50 hour policy and advocacy program trains Promotores as advocates to address inequalities in institutional policies and enhance local capacity to engage residents in a culturally respectful process to promote community health.



### SSF System navigation training

In person internal training where Promotores will learn how to make referrals, best practices for community engagement, and other city level operations.

## Ongoing Training

As outlined in the Action Plan, Promotores will undergo ongoing trainings to ensure they are knowledgeable about requirements to access and navigate services and service systems. These trainings will enhance the quality of service delivered to the community.

The Community Navigator Management Fellow will be responsible for creating and implementing a training schedule for the entire duration of the program.

# Program Evaluation

## Data and Feedback

The data and feedback collected during the Promotores program will be used to identify gaps in service, highlight success, and make future recommendations to better shape the program to fit the needs of the community.

The data that will be collected can include any of the following:

- Number of daily residents served
- Neighborhoods served
- Number of referrals made
- Service utilization rates

Aside from the data collected from the Community Contact Record, data will also be collected and analyzed with routine evaluation forms and surveys from the community. All the data collected from this program will be aggregated to protect client privacy.

These evaluation forms will be filled out by the community to provide the space for residents to share their experiences and interaction with the promotores and the overall program. The data and feedback will be analyzed by the Community Navigators Management Fellow and will be included in a final report. This report will demonstrate what was accomplished, acknowledge any challenges, and make recommendations on how to improve program experience and continue the work accomplished by the program.



**All data tells a story, and we want to know the story of our community.**

# Program Evaluation

## Sharing Data & Closing Gaps in Service

The final written report will be available and published to the City's website by the end of the program's first year. The components of the report will include the following:

### Promotores Work

- Description of the work accomplished
- Highlights of novel projects and group education sessions

### Outcome Objectives

- Describe how objectives were reached and the methods used to reach them
- Identify challenges
- Summarize results of the program

### Feedback from Community Members

- Summary of evaluations or focus groups
- Testimonials from the community members and quotes

### Referrals and Follow-up

- Recorded number of referrals and referral type
- Results of follow-up describing what percentage of referrals resulted in care

### Special Projects or Events

- Community Events
- Special outreach programs

### Overall Impact & Recommendations

- A summary of the impact the program had on the community
- Recommended changes for next program cycle

## Conclusion

The Promotores program thoughtfully aligns with the strategies and considerations from the Racial and Social Equity Commission. This program's primary focus is to service the residents of South San Francisco in any way that they can.

## Contact Us!

Please feel free to reach out to our team at [promotores@ssf.net](mailto:promotores@ssf.net)

### *Hours of Operation*

Monday	10:00 AM – 3:00 PM; 6:00 PM – 7:30 PM
Tuesday	10:00 AM – 3:00 PM; 6:00 PM – 7:30 PM
Wednesday	6:00 PM – 7:30 PM
Thursday	2:00 PM – 7:30 PM
Friday	8:00 AM – 7:30 PM
Saturday	8:00 AM – 3:00 PM
Sunday	1:00 PM – 3:00 PM